

EXHIBIT 3

Publication Notice

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE**

In re:

FRANCHISE GROUP, INC., *et al.*,¹

Debtors.

Chapter 11

Case No. 24-12480 (JTD)

(Jointly Administered)

Ref. Docket No. _____

**NOTICE OF DEADLINE FOR THE FILING OF PROOFS OF CLAIM, INCLUDING
FOR CLAIMS ASSERTED UNDER SECTION 503(b)(9) OF THE BANKRUPTCY CODE**

THE GENERAL BAR DATE IS 11:59 P.M. (PREVAILING EASTERN TIME) ON [●]

PLEASE TAKE NOTICE OF THE FOLLOWING:

On November 3, 2024 (the “Petition Date”), the debtors and debtors in possession in the above-captioned cases (collectively, the “Debtors”) filed voluntary petitions for relief under chapter 11 of the Bankruptcy Code in the United States Bankruptcy Court for the District of Delaware (the “Court”). On [●], the Court entered an order [Docket No. ●] (the “Bar Date”

¹ The Debtors in these Chapter 11 Cases, along with the last four digits of their U.S. federal tax identification numbers, to the extent applicable, are Franchise Group, Inc. (1876), Freedom VCM Holdings, LLC (1225), Freedom VCM Interco Holdings, Inc. (2436), Freedom Receivables II, LLC (4066), Freedom VCM Receivables, Inc. (0028), Freedom VCM Interco, Inc. (3661), Freedom VCM, Inc. (3091), Franchise Group New Holdco, LLC (0444), American Freight FFO, LLC (5743), Franchise Group Acquisition TM, LLC (3068), Franchise Group Intermediate Holdco, LLC (1587), Franchise Group Intermediate L, LLC (9486), Franchise Group Newco Intermediate AF, LLC (8288), American Freight Group, LLC (2066), American Freight Holdings, LLC (8271), American Freight, LLC (5940), American Freight Management Company, LLC (1215), Franchise Group Intermediate S, LLC (5408), Franchise Group Newco S, LLC (1814), American Freight Franchising, LLC (1353), Home & Appliance Outlet, LLC (n/a), American Freight Outlet Stores, LLC (9573), American Freight Franchisor, LLC (2123), Franchise Group Intermediate B, LLC (7836), Buddy’s Newco, LLC (5404), Buddy’s Franchising and Licensing, LLC (9968), Franchise Group Intermediate V, LLC (5958), Franchise Group Newco V, LLC (9746), Franchise Group Intermediate BHF, LLC (8260); Franchise Group Newco BHF, LLC (4123); Valor Acquisition, LLC (3490), Vitamin Shoppe Industries LLC (3785), Vitamin Shoppe Global, LLC (1168), Vitamin Shoppe Mariner, LLC (6298), Vitamin Shoppe Procurement Services, LLC (8021), Vitamin Shoppe Franchising, LLC (8271), Vitamin Shoppe Florida, LLC (6590), Betancourt Sports Nutrition, LLC (0470), Franchise Group Intermediate PSP, LLC (5965), Franchise Group Newco PSP, LLC (2323), PSP Midco, LLC (6507), Pet Supplies “Plus”, LLC (5852), PSP Group, LLC (5944), PSP Service Newco, LLC (6414), WNW Franchising, LLC (9398), WNW Stores, LLC (n/a), PSP Stores, LLC (9049), PSP Franchising, LLC (4978), PSP Subco, LLC (6489), PSP Distribution, LLC (5242), Franchise Group Intermediate SL, LLC (2695), Franchise Group Newco SL, LLC (7697), and Educate, Inc. (5722). The Debtors’ headquarters is located at 109 Innovation Court, Suite J, Delaware, Ohio 43015.

Order”)² establishing certain deadlines for the filing of proofs of claim in the chapter 11 cases of the following Debtors (the “Chapter 11 Cases”):

<u>Debtor</u>	<u>Case No.</u>	<u>EID#</u> (Last 4 Digits)
Franchise Group, Inc.	24-12480 (JTD)	1876
Freedom VCM Holdings, LLC	24-12496 (JTD)	1225
Freedom VCM Interco Holdings, Inc.	24-12499 (JTD)	2436
Freedom Receivables II, LLC	24-12492 (JTD)	4066
Freedom VCM Receivables, Inc	24-12506 (JTD)	0028
Freedom VCM Interco, Inc.	24-12502 (JTD)	3661
Freedom VCM, Inc.	24-12509 (JTD)	3091
Franchise Group New Holdco, LLC	24-12528 (JTD)	0444
American Freight FFO, LLC	24-12531 (JTD)	5743
Franchise Group Acquisition TM, LLC	24-12524 (JTD)	3068
Franchise Group Intermediate Holdco, LLC	24-12491 (JTD)	1587
Franchise Group Intermediate L, LLC	24-12495 (JTD)	9486
Franchise Group Newco Intermediate AF, LLC	24-12518 (JTD)	8288
American Freight Group, LLC	24-12490 (JTD)	2066
American Freight Holdings, LLC	24-12494 (JTD)	8271
American Freight, LLC	24-12527 (JTD)	5940
American Freight Management Company, LLC	24-12498 (JTD)	1215
Franchise Group Intermediate S, LLC	24-12504 (JTD)	5408
Franchise Group Newco S, LLC	24-12484 (JTD)	1814
American Freight Franchising, LLC	24-12483 (JTD)	1353
Home & Appliance Outlet, LLC	24-12514 (JTD)	N/A
American Freight Outlet Stores, LLC	24-12503 (JTD)	9573
American Freight Franchisor, LLC	24-12487 (JTD)	2123
Franchise Group Intermediate B, LLC	24-12529 (JTD)	7836
Buddy’s Newco, LLC	24-12516 (JTD)	5404
Buddy’s Franchising and Licensing, LLC	24-12512 (JTD)	9968
Franchise Group Intermediate V, LLC	24-12511 (JTD)	5958
Franchise Group Newco V, LLC	24-12489 (JTD)	9746
Franchise Group Intermediate BHF, LLC	24-12486 (JTD)	8260
Franchise Group Newco BHF, LLC	24-12515 (JTD)	4123
Valor Acquisition, LLC	24-12505 (JTD)	3490
Vitamin Shoppe Industries LLC	24-12521 (JTD)	3785
Vitamin Shoppe Global, LLC	24-12517 (JTD)	1168
Vitamin Shoppe Mariner, LLC	24-12523 (JTD)	6298
Vitamin Shoppe Procurement Services, LLC	24-12532 (JTD)	8021
Vitamin Shoppe Franchising, LLC	24-12513 (JTD)	8271
Vitamin Shoppe Florida, LLC	24-12510 (JTD)	6590

² Capitalized terms used but not otherwise defined herein shall have the meanings ascribed to them in the Bar Date Order.

<u>Debtor</u>	<u>Case No.</u>	<u>EID# (Last 4 Digits)</u>
Betancourt Sports Nutrition, LLC	24-12507 (JTD)	0470
Franchise Group Intermediate PSP, LLC	24-12500 (JTD)	5965
Franchise Group Newco PSP, LLC	24-12522 (JTD)	2323
PSP Midco, LLC	24-12488 (JTD)	6507
Pet Supplies “Plus”, LLC	24-12519 (JTD)	5852
PSP Group, LLC	24-12482 (JTD)	5944
PSP Service Newco, LLC	24-12493 (JTD)	6414
WNW Franchising, LLC	24-12525 (JTD)	9398
WNW Stores, LLC	24-12530 (JTD)	0984
PSP Stores, LLC	24-12497 (JTD)	9049
PSP Franchising, LLC	24-12481 (JTD)	4978
PSP Subco, LLC	24-12501 (JTD)	6489
PSP Distribution, LLC	24-12526 (JTD)	5242
Franchise Group Intermediate SL, LLC	24-12508 (JTD)	2695
Franchise Group Newco SL, LLC	24-12485 (JTD)	7697
Educate, Inc.	24-12520 (JTD)	5722

Pursuant to the Bar Date Order, each person or entity (including, without limitation, each individual, partnership, joint venture, corporation, estate, and trust) that holds or seeks to assert a claim (as defined in section 101(5) of the Bankruptcy Code) against the Debtors that arose, or is deemed to have arisen, prior to the Petition Date (including, without limitation, claims entitled to administrative priority status under section 503(b)(9) of the Bankruptcy Code), no matter how remote or contingent such right to payment or equitable remedy may be, **MUST FILE A PROOF OF CLAIM** on or before 11:59 p.m. (prevailing Eastern Time), on [●] (the “General Bar Date”), by sending an original Proof of Claim Form to Kroll Restructuring Administration LLC (“Kroll”), the Debtors’ claims agent, (1) (A) by first-class mail to the Claims Agent Franchise Group, Inc. Claims Processing Center, c/o Kroll Restructuring Administration LLC, Grand Central Station, P.O. Box 4850, New York, NY 10163, or (B) by overnight courier or hand delivery to the Claims Agent at Franchise Group, Inc. Claims Processing Center, c/o Kroll Restructuring Administration LLC, 850 3rd Avenue, Suite 412, Brooklyn, NY 11232, or (2) by completing the online Proof of Claim Form available at <https://cases.ra.kroll.com/FRG/>, so that it is **actually received** on or before the General Bar Date; *provided* that, solely with respect to governmental units (as defined in section 101(27) of the Bankruptcy Code), the deadline for such governmental units to file a proof of claim against the Debtors is May 2, 2025 at 11:59 p.m. (prevailing Eastern Time) (the “Governmental Bar Date”).

All entities holding claims against the Debtors arising from the rejection of executory contracts and unexpired leases of the Debtors are required to file proofs of claim by the later of (a) the General Bar Date or the Governmental Bar Date, as applicable, and (b) 11:59 p.m., prevailing Eastern Time, on the date that is thirty (30) days following entry of an order approving the rejection of any executory contract or unexpired lease of the Debtors (the “Rejection Damages Bar Date”).

All entities asserting claims against the Debtors that are affected by an amendment or supplement to the Schedules are required to file a proof of claim or amend any previously filed proof of claim in respect of the amended scheduled claim by the later of (a) the General Bar Date or the Governmental Bar Date, as applicable, and (b) 11:59 p.m., prevailing Eastern Time, on the date that is thirty (30) days from the date on which the Debtors mail notice of the amendment to the Schedules (or another time period as may be fixed by the Court) (the “Amended Schedules Bar Date”).

Proofs of claim must be sent by overnight mail, courier service, hand delivery, regular mail, or in person, or completed electronically through Kroll’s website at <https://cases.ra.kroll.com/FRG/>. Proofs of Claim sent by facsimile, telecopy, or electronic mail will **not** be accepted and will **not** be considered properly or timely filed for any purpose in these Chapter 11 Cases.

ANY PERSON OR ENTITY THAT IS REQUIRED TO FILE A PROOF OF CLAIM IN THESE CHAPTER 11 CASES WITH RESPECT TO A PARTICULAR CLAIM AGAINST THE DEBTORS, BUT THAT FAILS TO DO SO PROPERLY BY THE APPLICABLE BAR DATE MAY NOT BE TREATED AS A CREDITOR WITH RESPECT TO SUCH CLAIM FOR PURPOSES OF VOTING AND DISTRIBUTION.

A copy of the Bar Date Order and Proof of Claim Form may be obtained by contacting the Debtors’ Claims Agent in writing at Franchise Group, Inc. Claims Processing, c/o Kroll Restructuring Administration LLC, 850 3rd Avenue, Suite 412, Brooklyn, NY 11232, or online at <https://cases.ra.kroll.com/FRG/>. The Bar Date Order can also be viewed on the Court’s website at www.deb.uscourts.gov. If you have questions concerning the filing or processing of claims, you may contact Kroll by telephone at (844) 285-4564 (Toll-Free) or +1 (646) 937-7751 (International), or by email at FRGInquiries@ra.kroll.com.

[Signature Page Follows]

Dated: [●], 2024
Wilmington, Delaware

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LLP**

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